**New App Launched In Time For Super Bowl Lets You Call Out Brands For Sexist Ads**

**by** [**Clare O'Connor**](http://www.forbes.com/sites/clareoconnor/), Forbes Staff January 27, 2014

This Sunday’s Super Bowl broadcast will see some of the world’s biggest consumer brands vying for your attention at an estimated price of $4 million for 30 seconds. In years past, viewers have come to expect a certain recurring theme from these expensive ads.

In 2013 alone, we watched swimsuit model Kate Upton [pose sexily](https://www.youtube.com/watch?v=XekiPd3U9Eg) and suggestively to sell cars for Mercedes while fellow swimsuit model Nina Agdal [writhed sexily](https://www.youtube.com/watch?v=xlvDGHighRM) and suggestively to sell sandwiches for Carl’s Jr.

We saw another swimsuit model, Bar Refaeli, [make out with a stereotypical bespectacled nerd](https://www.youtube.com/watch?v=eB3UTpt84mE) to sell domain names for GoDaddy.com in a spot as unfunny as it was brainless. (GoDaddy spokesperson Danika Patrick helpfully explained that Refaeli represented “the sexy side” of the site, not “the smart side”, lest we found their ad too subtle and complex.)

Despite [almost as many women as men](http://adage.com/article/special-report-super-bowl/super-bowl-ad-confessionals-women/239465/) now watching football’s championship game, brands and their advertising agencies can’t resist appealing to the lowest common denominator, portraying women as barely-sentient objects attached to breasts.

Now in time for this Sunday’s face-off comes an iPhone app from gender equality campaigners The Representation Project aimed at combating outdated, sexist portrayals of women, starting with the Super Bowl’s notorious ads.

The newly-released [Not Buying It app](https://itunes.apple.com/us/app/notbuyingit/id799844884?ls=1&mt=8) will allow users to catalog and share sexist advertising by companies and brands, whether that comes in the form of a television spot, a magazine spread or a billboard.

The name stems from a Twitter campaign during last year’s Super Bowl, when over 10,000 tweets were sent using the #NotBuyingIt hashtag – 7,500 of which were directed at @GoDaddy.

“We’re calling out brands using offensive, gendered, hyper-sexualized images in their advertising,” said Imran Siddiquee of The Representation Project, the nonprofit behind acclaimed Sundance documentary [Miss Representation](http://film.missrepresentation.org/) and the brainchild of filmmaker Jennifer Siebel Newsom.

The app allows users to join together to create campaigns, using social media including Twitter to call on companies to improve the way they portray women. The app is location-based, allowing for localized movements around, say, [an offensive billboard](https://twitter.com/pfunderstorm/status/423929417493401601) showing a woman slumped on a sink sexily, her legs open.

The Representation Project has already claimed victory over GoDaddy: the domain sales giant got in touch after last year’s disaster. “They asked what we thought,” said Siddiquee. “They have pledged not to use sexualized images of women this year.”

Indeed, [the ad they’ve released](http://adage.com/article/special-report-super-bowl/danica-patrick-a-bodybuilder-godaddy-s-super-bowl-spot/291229/) online shows Danika Patrick as a bodybuilder in a muscle suit, no bikinis in sight.

The Not Buying It app was crowdfunded on Indiegogo and created by a female-led development team at Boston’s Raizlabs. Said Siddiquee: “It just shows that if the mainstream media isn’t representing us, we can create our own media to fight back.”

DIRECTIONS: Using the above passage, choose the best answer for each question.

1. It can be inferred from this article that the author is:

1. in against the “Not Buying It” app
2. in favor of the “Not Buying It” app
3. indifferent to the “Not Buying It” app
4. the designer of the “Not Buying It” app

2. It can be inferred from this article that GoDaddy’s commercial campaign was:

a. a producer of advertising that used sexualized images of women

b. a producer of advertising that used victimized images of women

c. a producer of advertising that used sexualized images of men

d. a producer of advertising that used victimized images of men

3. All of the following are true about the Not Buying It app EXCEPT

a. The app is designed for iPhone users

b. The app was crowdfunded

c. The app originates from a non-profit organization

d. The app cost four million dollars to produce

4. Based on information in lines 45-46, GoDaddy

a. Was indifferent to commentary from The Representation Project

b. Ignored commentary from The Representation Project

c. Listened to commentary from The Representation Project

d. Had no contact at all with The Representation Project

5. Using context clues, the word “bespectacled” in line 13 means:

a. to be bald

b. to be well-dressed

c. to be heavy set

d. to wear glasses

6. It can be inferred from the article that the project hopes

a. to use social media to address sexist advertising

b. to encourage more women to watch the Super Bowl

c. to encourage more women to go into advertising

d. None of the above

7. In lines 18-19, the phrase “lowest common denominator” means

a. the largest number which is always a fraction

b. the least sophisticated opinion

c. the most sophisticated opinion

d both a and c